

VIRGINIA WORKFORCE COUNCIL MEETING
OCTOBER 31, 2006 10:00AM – 2:00 PM
THE VIRGINIA HISTORICAL SOCIETY
428 NORTH BOULEVARD
RICHMOND, VIRGINIA

DRAFT MINUTES

(A copy of the full meeting transcript can be obtained by calling (804.225.3253), the Governor's Office for Workforce Development)

I. Call to Order – Chair Marjorie M. Connelly

Chair Connelly called the meeting to order.

II. Roll Call – Jean Thomas-Banks, Administrative Assistant

Confirmed Quorum.

Council Members Present:

Marjorie M. Connelly, Chair

Daniel LeBlanc, Senior Advisor to the Governor's Office for Workforce Development

Mark Dreyfus, Vice Chair

Huey Battle

Elwood Boone

Delegate Kathy Byron

Commissioner Dolores Esser

Richard Gonzalez

Secretary Patrick Gottschalk

Hugh Keogh

James McClain

Guillermo Meneses

Hiawatha Nicely, Jr.

Rita Ricks

Toney Rigali

Senator Frank M. Ruff, Jr.

Don “Robin” Sullenberger

James Underwood

Brett Vassey

Andrea Wooten

II. (cont.) Approval of the Minutes – Chair Connelly

The minutes of the June 8, 2006 meeting were approved.

Resignations Accepted – Chair Connelly

Lovey Hammel

Robert Myers

New Virginia Workforce Council members welcomed – Chair Connelly

Senator Frank M. Ruff, Jr.

Toney Rigali

Public Comment – Chair Connelly

There were no public comments.

Conflict of Interest Discussion – Chair Connelly

First topic, which actually relates to Council membership and that is conflict of interest discussion. I think folks had gotten a note that we sent out. I sent that to everyone, talking a bit about conflict of interests. Obviously, this is an area where I think we do have to be very conscientious about it, because in many cases the reason that people are on this Council is because they actually have expertise and direct participation in the workforce development arena. So, I think, in some ways by design, and by good design, there is at least the potential there. So really the issue is how do we still retain that level of engagement and knowledge, which I think is imperative for us to really do our job well, and yet make sure that we all do perform appropriately and that there is no true conflict of interest.

It was noted that the initial discussion was if a member of the Council was retained by a WIB in a financial transaction, would that, indeed, be a conflict of interest. So the initial piece that went out on September 1st said, well yeah, if you gain directly from the particular engagement, you would have to abstain from taking the action if there was something that came up on that particular WIB, some kind of an accountability standard,

some kind of an award, et cetera; after discussion with the legal in the Governor's Policy Office, and their investigation as to what should be considered the norm. So the guidance here is common sense and that is that if you know by your vote that you are going to gain financially from that particular vote, then you just simply abstain, and that is all you do basically. If you have questions or need guidance give us a call.

Question: Mr. Gonzalez: My questions would be if there is already revenue going into the WIBs straight across the board wouldn't that constitute an automatic situation?

Response: Mr. LeBlanc: Your action is an action, I'm not an attorney but your action is an action as a body that is responsible for oversight of the Workforce Investment Boards and the system. If by you taking a vote you are going to gain personally by that vote, personally, not as a member of the WIB and the WIB is ingratiated as a result of that, but you personally, then you have a conflict.

Chair: We have a lot of organization changes that are underway, and that actually includes organization changes in the Governor's Office for Workforce Development. Danny and Paula will introduce the staff.

III. Senior Advisor's Report – Daniel LeBlanc

Since we last met, we have moved forward on the legislation that created the position of chief workforce development officer, that the Governor appointed me to, with a number of responsibilities, and they are numerous, but the nature of that is to have a strategic plan for workforce. As you know, Secretary Gottschalk and I joined together when he evolved his economic and strategic approaches to that as required by statute. We joined with him in our workforce strategic plan. That, I think and the Secretary agrees, I know that was very faithful. We had over 900 people attend six regional public hearings, about an even split between the two break-outs, and we came back in the complete general preliminary to move the issues forward.

First step– Foundation for the Strategic Plan

Second step– Hire staff

Third step– Executive Order 25

Final step- Direct and/or advise the Governor on his disbursements or his investments with the discretionary dollars as provided under the Workforce Investment Act.

Members of the Senior Advisor’s direct team are Gail Robinson, Deputy Workforce Advisor, and Megan Root, Executive Assistant.

IV. Introduction of Staff – Daniel LeBlanc

Paula Dehetre introduced the GOWD staff.

Kathy Thompson, Brian Davis, Aida Pacheco, LeAndra Harrison, Jean Thomas-Banks

V. New Business – Chair Connelly

1. Revisions to Articles of Incorporation – Brian Davis

The first matter that I have is the Articles of Incorporation, which we may also refer to as by-laws for the Virginia Workforce Council. The revisions that were sent out in your packets and that are for your consideration today are basically what we would call conforming revisions. Under Section I the revisions involve matching up what the Council’s responsibilities are with what the Code of Virginia now says the responsibilities are for the Council. Under Section II there is a clarification under the membership that recognizes the fact that the Special Advisor to the Governor for Workforce. If you flip back to Article V, there are revisions that remove the previous language to task force structure that the Council previously worked under and reflects the four new committees, the standing committees that will be doing the bulk of the Council’s work.

B. Davis: Questions?

Chair: Questions? We have a motion to approve. Second? Great. Any other discussion. All in favor? Any opposed? Abstained? Great unanimous (in favor).

2. Alternate Representation Discussion – Brian Davis

Council was advised on the provisions of sending of alternates to meetings. It is under Article IV of the Articles of Incorporation, regarding attendance at the meetings. Council members may certainly have somebody else come for them to attend the meeting, to listen to discussions, but there cannot be an alternate that can vote on behalf of a Council member at a meeting. Council members may give their proxy to another appointed Council member that is here, but alternates cannot come and vote on behalf of a Council member.

Chair: Any questions? I do want to stress that it is really imperative that we have folks here and have a quorum.

3. 2007 Meeting Dates – Paula Dehetre

March 21, 2007

June 5th and 6th, 2007

4. NAWB Annual Conference Reminder – Paula Dehetre

The National Association of Workforce Boards will hold its forum, February 24th through 27th in Washington, D.C., at the Renaissance Hotel. We can register VWC members. If you are interested please call Jean Thomas-Banks (804-225-3253).

Conference Title: Vision for a New Economy, Workforce Leadership Matters

For more information, please visit the website (www.nawb.org/forum)

NOTE: Early registration deadline December 15, 2006.

5. Workforce System Measures – Paula Dehetre

Paula Dehetre provided an update on the work group of State Agency Resource Contacts that has been working on developing system-wide measures for the

Workforce Development System. That group convened last week, and I want to welcome many of our partner agencies that are with us here in the audience who helped to participate in that. The Council approved these eight system-wide measures back in March 2005, and when Danny mentioned earlier that we visited the regional administrator in Philadelphia a couple of weeks ago, we brought these measures to the regional administrator's attention and let them know that we are focusing on these, and these measures will be posted on the Council of Virginia's future website as measures that our Workforce Development Office will be held to. The first five are accountability measures, and data sources exist for those already. So those will be the ones that we are focusing on initially. The last three are performance indicators and ones that we will turn our attention to later in the process.

The group convened last week, we had representatives from the Department of Social Services, the Employment Commission, Department of Education, and some of the areas that we are trying to drill down and look at the confidentiality of data sharing, and we had the benefit of getting some advice from an assistant attorney general on behalf of the Department of Rehabilitative Services, another key partner in this venture, telling us that gathering this data is really considered research, and so in their estimation it is okay for these agencies to be sharing data across agency lines. There was a draft Intercabinet Memorandum of Understanding to get the key cabinet secretaries to agree to pursue sharing the data across agency lines, and so the committee plans to re-energize that MOU and get it out in front of the cabinet secretaries for their consideration and approval. We also heard from Tim Bass, the Deputy Secretary of Technology for the Commonwealth, and also the Director of Enterprise Applications for the Governor, and he is going to assist us in partnering with VITA, the Information Technology Agency for the Commonwealth, to comply with all the informational IT requirements that are necessary to make sure that this data is shared appropriately and that we set up the right procedure to do so...We are also going to receive some technical assistance from Vivicundra, Assistant Secretary for Congress of Trade.

Question: Chair Connelly – Do we have a target date for here as top when we are really going to be able to look at something that we think is reasonably robust?

Response: P. Dehetre – It is a draft strategic plan, so you all will be talking about that later today, but yes, these are target dates, and I believe 2007 is one of those dates. So it is not too far away.

6. **Council Annual Report – Paula Dehetre**

Paula Dehetre suggested that for the Council annual report that staff could draft an annual report, working with one of the operating committees to put that together and present it at your next meeting in March.

Chair Connelly: Sounds good. Council will be offered the opportunity to provide input on report elements.

7. **Workforce Program evaluations – Gail Robinson**

Gail Robinson provided an overview of the upcoming evaluation of workforce development programs that will be conducted. It was noted that one of the requirements of the Byron/Ruff legislation is that we must conduct annual evaluations of all of the workforce training and development programs, and there are two or three things that we thought were important to tell you all about in relation to that evaluation requirement. One is that there are two sets of measures that the legislation requires that we use and one of our service areas that is in the agencies' budgets. For each of the agencies' budgets, they have service areas, and for those service areas they have performance measures. So we have to look at those, but in addition to that, we also have to use the measures that Paula just talked about in terms of the system to begin to get some idea of how the agencies perform in relation to the system.

The whole issue here is this is time sensitive because the Governor has to report to the General Assembly in his biannual budget, which would be Governor Kaine's 2008

budget. So we wanted to make you aware. We will be issuing an RFP, probably in mid November, to hire a vendor which has expertise in evaluation. Hopefully to award the contract in January to give the vendor six months to conduct the evaluations of the workforce training programs.

VI. Presentation on Joint Legislative Audits and Review Commission's Study on Self-Sufficiency among Social Service Participants –

Presenter – Nathalie Molliet-Ribet, Project Leader for the study (Copy of presentation available from Governor's Office for Workforce Development, 804.225.3253.)

This is JLARC's study on self-sufficiency. The study was directed by the 2004 General Assembly, and it specifically directed JLARC staff to look at the effectiveness of the social service system as measured by changes in clients' self-sufficiency.

Chair: Any questions?

Question: Richard Gonzales – A point of clarification and/or a question. You mentioned two years on the VIEW program. I was under the understanding that the federal mandate is five years, but that the state has a two plus two, plus one, where there is a recession point where a person can come back after one year and have another two years.

Response: N. Molliet-Ribet – You are exactly right. It is two continuous years at which point you are no longer eligible, but you can come back if another two years has elapsed, for a lifetime maximum of five years.

Response: R. Gonzalez – And there is a scapegoat of one year at the end to comply with the federal mandate.

Response: N. Molliet-Ribet – It really depends on what increments, and you are right. If you were on for two years, and then another two years, then you would have one year left, but you do it actually in different increments.

Question: R. Gonzalez – My question is how come subsidized housing was not included in the review of assistance from the state?

Response: N. Molliet-Ribet – Excellent question and it is an unfortunate but easy answer, and that was the lack of data. It was very difficult for us to obtain actually any of this information because it is scattered through multiple agencies, and that was further compounded by subsidized housing because it is a combination of local and state governments.

Response: R. Gonzales – My understanding is almost all who are in subsidized housing receive either food stamps or other types of assistance also.

Response: N. Molliet-Ribet – Yes, I think you are correct in assuming that.

Chair Connelly: Rita Ricks, you and your committee did a lot of work on this area, I just wonder if you would comment a little, and how consistent is this from what you found?

Response: Rita Ricks – First of all, let me say that I am delighted this report presented to the Council, and it does affirm a lot of what we found in the heart of the search. It is very interesting that we are doing—that there is not a better job going on, and obviously we have got to figure out how we are going to make that happen. In my opinion, this is exactly why we are around the table. So obviously, one of my questions is what are we going to do as a Council, and does this actually fall under the preview of the committee that I am chairing? Those are my questions. What do we do next? Because I said this last year when I did the report for the harder-to-serve population that those people do not have food and shelter, and what they need. Then they resort to other measures, and if we keep them on that path, we have got to do it. So thank you very much for this report.

Chair Connelly: Andrea Wooten, question?

Response: Andrea Wooten – Just an observation, and I may be totally off-base on this, but it has seemed to me over the years that there is a real disconnect between the goals of the social services system and the primary focus and goals of WIA. We have got a situation where if you pull out the sheet that is in our packet that talks about performance measures you see that the incentives here are really not to serve this population, and how related to the WIBs and the workforce areas and what percentage that are serving it, because clearly if you are looking at short-term, long-term and placement rates, earnings levels, skill gains, results for employers serving this population is not where it is at in terms of performance results for the WIBs. ...

Chair Connelly: Hiawatha Nicely, do you have a question?

Response: H. Nicely – Madam Chairman, just teeing off Andrea's statement, there is a significant disconnect, but the difference in urban and rural, and the barriers that are inherent in low-income, disadvantaged in obtaining capabilities to access different units, whether it be DSS or WIA, is incredible, and the further into the rural areas you get, it is almost non-existent, and the missions, as Andrea has pointed out, become so divergent that the connect is-----

Chair Connelly: Other comments?

Response: Commissioner Esser – I have just a couple of questions. Your sample size, was it the 14,500? Was that your sample?

Response: N. Molliet-Ribet – That is correct.

Response: Commissioner Esser – Then on the participants not increasing substantially over time, those were the actual numbers of people, where did you get that data? This chart 14.

Response: N. Molliet-Ribet – That’s correct, it came from the VEC. We basically ran a match between our samples and the samples from the WIA data base to identify how much overlap existed between the two.

Question: Commissioner Esser – The other question I had, I was a little confused by the VIEW program. Do they actually have funding for training in VIEW?

Response: N. Molliet-Ribet – There is a limited amount of funding for training, but it is there.

Question: Chair Connelly – For the folks who did participate, did you see a meaningful change in their earning power? Was it worth it?

Response: N. Molliet-Ribet – We did. We did not find, and again, perhaps because we are not talking about a lot of people and we only had a small snapshot in time, we did not find significant differences in the earnings among those who participated and those who did not.

Chair Connelly: Interesting, Ms Wooten do you have questions/comments?

Response: A. Wooten – Isn’t education key to that, education and training? The whole focus on getting a job, which I don’t agree with, getting a job and learning work ethic and those sorts of things, but if they are in a full-time job, and you said that is the priority, then when do they have time for education and training, and where are the resources coming from? We have a real dilemma there I would guess.

Response: N. Molliet-Ribet – That’s right and it is more so in Virginia than in other states.

Chair Connelly – I could just pile on and maybe reiterate a request, as much as make a new one, but I do look at this and I am profoundly disappointed. I am disappointed

because, one, I do think there are barriers that are incredibly hard to overcome. My request would be to yes, get folks together, as I am sure you are and will Danny, but can we utilize Rita's group and we can even target coming back with very tangible kinds of incremental things that we know we can do, and then bring them back to this Council.

Daniel LeBlanc assigned Aida Pacheco to work with the One Stop Committee on this task.

VII. Break –Chair Connelly

Council members were given the opportunity to tour the Virginians at Work Exhibit on display at the Virginia Historical Society.

VIII. Presentation on the Council for Adult and Experiential Learning's (CAEL) Nursing Career Lattice Program by Rachel Fichtenbaum, CAEL (A copy of the presentation is available form the Governor's Office for Workforce Development, 804.225.3253)

One of our desires is to create a workforce development system that is very much aligned with meeting the needs, go figure. One of those needs that is clearly not being adequately met right now is in the healthcare arena, and in particular, in nursing. So we do have some pilots underway in the state, so today we have Rachel Fichtenbaum.

Discussion: Rachel Fichtenbaum – On behalf of my organization CAEL, we want to thank you all so much for having us here today. We are really delighted and my presentation today is called Developing the Healthcare Workforce.

Discussion among Council members followed regarding CAEL's specific role in the process, the use of private-for-profit training providers and the ability to expand the program to careers other than health professions.

XI. Governor's Workforce Development Strategic Plan – Chair Connelly

The Draft copy of the Strategic Plan, I am turning this portion over to Senior Advisor D. LeBlanc –

Response: D. LeBlanc – As you all know, the strategic plan is one of those requirements that is in the Byron/Ruff legislation, and we started on this immediately with those six town hall meetings.

First major acknowledgement- Virginia Commonwealth University Center for Public Policy, Greg Brittingham.

Second- Gail Robinson, Deputy, and her hard labor with this project.

Without further adieu, I want to introduce Gail Robinson.

Response- Gail Robinson- acknowledges Dr. Kathy Thompson and her role in the strategic plan, along with VCU's School of Public Policy.

Our goal is to get this to the Governor's Office by the end of this week.

So I am going to ask Greg to come up and just talk us through the objectives. But if you will turn to page 17 of your draft, let me just remind everyone that we began this journey back at the June Retreat for the Council. That was the beginning of this process. So we are sort of coming full circle in terms of the Council. Then, there is the Council Committee that I believe is headed by Vice-Chair, Mark Dreyfus that has the responsibility of overseeing the implementation effort and there will be an annual report on the progress that we make in that regard. I only want to mention that in terms of some of these target dates that we have in here, when the plan goes for a final review by the Governor and the policy staff, some of that may change. So just bear with us in terms of accountability, it is just that some of that may shift in the final analysis once the Chief weighs in on this.

So on page 17, I just want to talk a few minutes about the vision and the goals, and then Greg will come up.

DISCUSSION:

Vision

Identify Goals

Objectives

Are there questions about the goals, the relevance of them, and the importance of them?

Question: Chair Connelly – What do you think is different about it?

Response: G. Robinson- I think that it is different first of all we have the legislation that is clear. The legislation by Senator Ruff and Delegate Byron could not be more clear. It has put this function squarely in the Governor's Office, which means it is as high as it gets on the radar screen.

Chair Connelly –Good.

G. Brittingham: Thank you Gail and Council for having me here today.

We will discuss various objectives, but allow me to state VCU's role in this. We came in as not the experts in workforce development, and some of you I have had the chance to work with on various projects and you know that is not my expertise, but what we did come to the table with was an ability and past success in helping structure processes to engage people in productive and fruitful, and focused decisions, and to put together those comments in a meaningful way, and to bring them back to the steering committee and help to build consensus on those areas of priorities in agreement.

IX. Committee Reports –

1. Executive Committee – Chair Connelly

Meeting date: September 8, 2006, Department of Social Services,

7 North Eighth Street, Richmond, VA

Report on Discretionary Funds Awards

Report on Incentive Award Funding

2. Workforce System Development –Chair, M. Dreyfus

Meeting date: October 12, 2006 at the Governor’s Office for Workforce Development, OCH 135, Richmond, VA

Council Action: approved the PY2007 WIB planning cycle as proposed by the committee and included in the packet.

3. One Stop Committee – Chair, Rita Ricks

Meeting date: October 19, 2006 –Germanna College, Fredericksburg, VA

4. Skills Committee – Chair, Robin Sullenberger

Meeting date: October 23, 2006 at the Governor’s Office for Workforce Development, OCH 135, Richmond, VA

3. Performance and Accountability Committee, Chair, Huey Battle

Meeting date: October 20, 2006 in Charlottesville at UVA Workforce Development Academy

Council Action: Endorsed the committee’s recommendations for PY05 incentive awards to local workforce investment boards as follows, with a recommendation now being forwarded to the Governor for his consideration:

Exemplary Performance:

Area 2 - \$50,000

Area 3 - \$50,000

Area 11 - \$50,000

Area 12 - \$75,000

Area 14 - \$50,000

Most Improved: Area 17 - \$25,000

IX. Meeting Adjourned – Chair Connelly